

e business

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business-to-business
strategies

May 31 - June 2, 2000



Executive Development Center
Carlson School of Management
University of Minnesota

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Overview

The first generation of computer-mediated commerce has been a marketing race to cyberspace. The emerging second generation of e-business will be shaped by a well formulated business strategy, and the ability to effectively manage a transformed supply chain. This is particularly true in the arena of business-to-business transactions. Our program is designed to provide executives with an understanding of the key elements needed to establish and nurture a successful business-to-business e-business.

This e-business program features a unique combination of University faculty, consultants, and company experts. Drawing from these three sectors, the program blends conceptual fundamentals with "real world" experience. The program utilizes a combination of highly interactive lectures, live cases, executive panels, and features a strategy workshop session.

Objectives

- Develop an understanding of the key drivers of a highly successful business-to-business electronic business model.
- Gain insights into unique strategic issues governing this electronic business model.
- Explore powerful marketing strategies that affect channels, pricing, segmentation, customer and competitor intelligence, brand, and market share.
- Understand the role of supply-chain elements that encompass critical issues from sales through fulfillment.
- Understand the fundamental technology that is driving this emerging business model.
- Understand the external forces of disintermediation and the subsequent opportunities for new intermediaries.
- And, most importantly, apply the latest insights and theories to your organization.